Broadcasting Mar 11

Reaching over 117,000 readers every week — 60th Year 1991

TELEVISION / 42
WKRP in syndication; MTM readies for first-run; CBS records demographics

RADIO / 37
Lack of funding delays or ends two children's programming services

WASHINGTON / 58
Cities ask Congress to insure quality cable for consumers

AT LARGE / 33
NAB's John Abel, architect of broadcasters' plan for digital radio future

KS95-FM radio's "Operation Appreciation" campaign supporting the men and women serving in the Gulf created a heartwarming greeting to send to the troops. The 12' by 14' banner was displayed at the St. Paul Winter Carnival, North America's largest winter festival. Over 25,000 special messages were written showing the tremendous support and appreciation Minnesotans have for our troops. The banner was sent to General Norman Schwartzkopf so the heart-filled notes would quickly reach their destination. **Thanks for a job well done and God Bless America.**

KSTP-FM MINNEAPOLIS ST. PAUL DIVISION OF HUBBARD BROADCASTING 1991
[illegible] BY McGAVREN GUILD

Vol. 120 No. 10 $2.5[illegible]

Time Warner lifts curtain on cable's future

THIS WEEK

19 / BARRETT'S BOMBSHELL

FCC Commissioner Andrew Barrett, long expected to be the third vote on fin-syn, has floated his own proposal that may attract two other votes (a majority). The plan reverses the FCC momentum that appeared to favor the networks. It could be headed for adoption this Thursday (March 14).

21 / TIME WARNER PLAN

Using a combination of coaxial cable and fiber optics, Time Warner plans to build a 150-channel cable system in New York's borough of Queens. It is being constructed primarily to deliver 40 channels of pay per view.

22 / TAKEN TO TASK

The era of the NBC "love fest," which is how most of the network's affiliate meetings in the past five years have been described, may be over. At a meeting two weeks ago, the mood was grim and many affiliates came away decidedly unimpressed with programing and news presentations, questioning the wisdom of NBC's investments in outside businesses such as cable.

24 / CHILDREN'S UPFRONT '91: NEW RULES

The children's TV upfront market will break in a few weeks with several

Time Warner unveils its cable system of the future (page 21)

questions still unanswered, including what effect new legislation limiting commercial time will have on the networks, cable and syndication. A shaky economy and changes in the toy industry may also impact advertising practices.

24 / INTV-NATPE CONFERENCE MERGER?

In a meeting between INTV officials and distributors, a syndicator floated the suggestion that distributors would be willing to pay an extra per-square foot charge for floor space at the NATPE convention if that money would be accepted as a "cash offer" to INTV to discontinue program screenings at its annual meeting. INTV officials are "considering" that proposal and other 1993 convention merger talk, but NATPE is cool to a single-year merger.

29 / DIAMOND IN THE ROUGH

As CBS, ESPN and 61 of 75 local rightsholders stand pat with multiyear Major League Baseball agreements, rights fees for the season will hold at approximately $615 million, less than 1% higher than last year. Local TV and radio outlets report delayed but solid upfront sales for the 1991 season. The consistent appeal of the home team, they say, assures continued profitability. But advertising executives predict that the secret to CBS and ESPN efforts to recoup heavy 1990 MLB losses will simply be heavy discounts in a generally soft buyers' market in 1991.

33 / PLANNING FOR DAB

Radio broadcasters need digital audio broadcasting, says NAB Executive Vice President John Abel, to meet rising consumer expectations. But they need an orderly plan. Abel explains NAB's blueprint for establishing terrestrial DAB within the next 10 years in this "At Large" with BROADCASTING editors.

37 / KIDS' STUFF

Lack of funding in the radio marketplace has resulted in two casualties in the last few weeks: Kid's Choice Broadcasting Network, which broadcast on WPRO(AM) Orlando and KKDS(AM) Salt Lake City; and, Kidwaves, which has again postponed its start-up, but whose executives still look to a summer air date. Only the Children's Radio Network in Minneapolis is still up and running. Network President William Osewalt anticipates the programing service will expand to more than 20 markets in the next several months.

38 / FORMAT CHANGE

Broadcast Programming International of Seattle last week acquired the assets of Drake-Chenault Enterprises from Wagontrain Communications in Albuquerque, N.M. Wagontrain bought the company in 1985 from its founders Bill Drake and Gene Chenault and later merged it with the format division of Dallas-based TM Programing. This current deal gives BPI more than 850 format affiliates.

42 / KICKING IN WITH 'WKRP'

MTM Distribution has sold its 1991-92 first-run revival of *WKRP in Cincinnati* (CBS, 1978-82) in 90 markets so far

'WKRP' revival (page 42)

(representing more than 80% U.S. coverage), a market-by-market sales approach that has already netted 69 network affiliates out of the growing lineup. According to an MTM Distribution executive, 95% of the station lineup is commiting to double-runs of the sitcom and 80% are promising prime access time slots.

43 / CBS DEMO GAINS

Advertising agency executives rejoiced last week following CBS's sweeps victory. Now that it's a three-way race, no one network has undue leverage at the negotiating table, they said. In the key demographic categories, CBS improved its position across the board, while NBC and ABC were both down.

49 / ASIAN CONNECTION

Cable sports service Prime Network will program and jointly operate a new sports channel across Asia. Prime, which has signed an exclusive deal for the channel with Hong Kong-based Hutchvision, plans to launch the four-to-six hour daily prime time service late next summer or early fall on the AsiaSat I satellite, whose footprint reaches more than 40 countries and an estimated three billion potential viewers across Asia.

50 / CNBC IDENTITY

CNBC has completed plans for new weekend and prime time programing, and it is unlikely it will use any of its newly acquired FNN programs—if the deal closes—from either prime time or weekends.

54 / TVB RECAP

The Television Bureau of Advertising (TVB) released its 1990 results confirming the weak fourth quarter that spoiled the holidays for many Fifth Estaters. Television revenue in the fourth quarter for network, spot, local and syndication was up by only 0.8%. For the year, TV advertising revenue was up 6% to 22.6 billion.

Baseball 1991 (page 29)

58 / CALL FOR CABLE BILL

Some 700 elected city and county officials have petitioned Congress for legislation aimed at insuring that "consumers receive high quality, yet affordable, cable service." Among the things the municipalities are hoping to accomplish through legislation are access to cable programing for competitive cable systems and other multi-channel media; a competitive franchise renewal process; municipal rate regulation "within a federal framework," and consumer protection standards.

59 / SYMPATHETIC EAR

Addressing the National Association of Broadcasters' annual state association conference in Washington, Communications Chairman Daniel Inouye told radio and TV executives that "most of us in the Senate believe free TV is in trouble." The senator had even more encouraging words for broadcasters when he expressed "serious reservations" about the FCC's proposed annual user fee.

60 / BOUCHER BILL

Representaive Rick Boucher is expected to introduce legislation allowing telco entry into video delivery within the next month. The measure will be similar to the one he introduced last year, which contained restrictions against cross subsidization and cross marketing. The Bush administration position on the issue and the change of broadcasters' approach to the bill make passage likely.

62 / GRAPHIC SCENES

Several equipment manufacturers want to appeal to cost-conscious broadcasters and post-production studios in graphics, animation, special effects and weather graphics workstations to be introduced at the 1991 NAB exhibition in Las Vegas.

67 / LEAVING THE GULF

Several network correspondents returned home last week after spending more than six weeks in the Persian Gulf. However, many staffers stayed as developments in the region continued to unfold, including the mysterious disappearance of at least 36 correspondents trying to cover post-war unrest in southeastern Iraq.

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THREE-NETWORK, FOURTH-QUARTER SALES DIP 3%; GAIN FOR YEAR

For full year, networks record total net revenue gain of 3% over 1989

Combined revenue for the ABC, CBS and NBC television networks declined roughly 3% in the last quarter of 1990, the outcome of a disastrous scatter market wiping out earlier upfront gains made on a majority of the inventory. Declines occurred in all dayparts, except for daytime and early morning. The network revenue results were provided to BROADCASTING by the Broadcast Cable Financial Management Association, based on unaudited network submissions to the accounting firm Ernst & Young.

For the full year, the three networks managed a total net revenue gain of 3%, half of the estimated nominal increase in GNP. Much of 1990 inventory was sold in a strong 1989 upfront market. All dayparts had 1990 revenue increases, except for late night, which suffered by comparison with 1989 due to the absence of *The Pat Sajak Show*, inroads by the syndicated *Arsenio Hall Show* and the reclassification of some CBS inventory to news with the introduction last October of *America Tonight*.

Prime time also lost some inventory to news because of *Prime Time Live*, which began airing in the fall of 1989, although at NBC there were fewer hours of prime time preempted by Connie Chung specials in 1990 than there were in 1989.

Prime time may have been artificially stronger because of less preemption from baseball and because inventory in prime time increased on all three networks compared to 1989.

The fourth-quarter results benefitted by having two extra days (one each on ABC and NBC) compared to 1989, while full-year results benefitted by having one extra fiscal day on ABC. Network results were hurt earlier in the year by a reported decline in people-using-television (BROADCASTING, Aug. 6, 1990), forcing the networks to provide extra makegoods. -GF

4th quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Fourth quarter '89	$6,008	$0	$0	$461	$0	$2,941	$0	$9,410
Fourth quarter '90	3,359	0	0	380	0	3,079	0	6,818
% change	-44.09%	NA	NA	-17.57%	NA	4.69%	NA	-27.55%
All other gross revenue from time sales								
Fourth quarter '89	1,140,227	104,840	73,703	293,001	68,277	649,052	229,506	2,558,606*
Fourth quarter '90	1,101,886	94,832	75,674	295,146	65,280	643,137	210,694	2,486,649*
% change	-3.36	-9.55	2.67	0.73	-4.39	-0.91	-8.20	-2.81
Total gross revenue from time sales								
Fourth quarter '89	1,146,235	104,840	73,703	293,462	68,277	651,993	229,506	2,568,016
Fourth quarter '90	1,105,245	94,832	75,674	295,526	65,280	646,216	210,694	2,493,467
% change	-3.58	-9.55	2.67	0.70	-4.39	-0.89	-8.20	-2.90
Less advertising agency commissions								
Fourth quarter '89	171,988	15,725	11,054	43,962	10,242	97,423	34,426	384,820
Fourth quarter '90	165,787	14,482	11,349	44,271	9,792	96,490	31,349	373,520
% change	-3.61	-7.90	2.67	0.70	-4.39	-0.96	-8.94	-2.94
Total net revenue from time sales								
Fourth quarter '89	974,247	89,115	62,649	249,500	58,035	554,570	195,080	2,183,196
Fourth quarter '90	939,458	80,350	64,325	251,255	55,488	549,726	179,345	2,119,947**
% change	-3.57	-9.84	2.68	0.70	-4.39	-0.87	-8.07	-2.90

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Full year '89	$24,711	$0	$0	$961	$0	$16,934	$0	$42,666
Full year '90	22,852	0	0	855	181	6,062	0	29,950
% change	-7.75%	NA	NA	-11.03%	NA	-64.20%	NA	-29.80%
All other gross revenue from time sales								
Full year '89	4,276,548	409,287	244,854	1,019,516	166,204	1,532,293	805,820	8,455,132*
Full year '90	4,402,262	374,184	268,389	1,040,121	171,739	1,620,561	843,313	8,720,569*
% change	2.94	-8.58	9.61	2.02	3.33	5.72	4.65	3.14
Total gross revenue from time sales								
Full year '89	4,301,319	409,287	244,854	1,020,477	166,204	1,549,837	805,820	8,497,798
Full year '90	4,425,114	374,184	268,389	1,040,976	171,920	1,626,623	843,313	8,750,519
% change	2.88	-8.58	9.61	2.01	3.44	4.95	4.65	2.97
Less advertising agency commissions								
Full year '89	645,250	61,391	36,728	152,948	24,931	230,968	120,875	1,273,091
Full year '90	663,763	56,386	40,258	156,018	25,788	243,130	126,242	1,311,585
% change	2.87	-8.15	9.61	2.01	3.44	5.27	4.44	3.02
Total net revenue from time sales								
Full year '89	3,656,069	347,896	208,126	867,529	141,273	1,318,869	684,945	7,224,707
Full year '90	3,761,351	317,798	228,131	884,958	146,132	1,383,493	717,071	7,438,934**
% change	2.88	-8.65	9.61	2.01	3.44	4.90	4.69	2.97

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

RATINGS ROUNDUP

CBS continued its winning ways, placing first again in prime time for the week ended March 3, just five days after the network won its first sweeps victory in six years. The network won with a 13.3/22. ABC and NBC tied with a 12.1/20. Fox averaged a 6.8/11 for its five nights of prime time.

CBS had three of the top four shows with *60 Minutes* at number one, *Murphy Brown* at number three and the second part of its sweeps mini-series, *And the Sea Will Tell*, at number four. (The first part of the mini-series weighed in at number three the week before.) The breakdown of the top 25 prime time shows for the week reflected the closeness of the season-to-date race with CBS claiming nine shows and ABC and CBS eight apiece. Fox's best finish was with *The Simpsons* at number 41. It also claimed the bottom 10 spots for the week.

Week 24

NTI Network Prime Time Report for week of Feb. 25 - March 3

1st column tells rank, 2nd column tells position compared to last week, ▼ Down in rank from last week, ▲ Up in rank from last week, ■ Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	23.5/38	C	60 Minutes
2	▼	23.4/36	N	Cheers
3	▲	19.1/28	C	Murphy Brown
4	▲	19.0/29	C	Movie: Sea Will Tell, Pt.2
5	▲	18.6/29	N	A Different World
5	▲	18.6/27	A	Roseanne
7	▲	18.5/29	N	The Cosby Show
7	▼	18.5/29	C	Movie: Lies Before Kisses
9	▲	18.1/27	A	Amer. Funniest Videos
9	▲	18.1/31	A	Family Matters
9	▼	18.1/32	A	Full House
12	▼	18.0/27	A	Amer. Funniest People
13		17.9/28	N	Down Home Special
14	▲	17.7/28	N	Unsolved Mysteries
15	▲	17.3/26	C	Rescue: 911
16		17.0/26	C	Designing Women
17		16.4/30	N	Empty Nest
18		16.3/29	N	Golden Girls
18	▼	16.3/24	C	Major Dad
20		16.1/24	A	Coach
21	▲	15.7/23	N	Matlock
22	▼	15.5/23	C	Murder, She Wrote
22	▲	15.5/26	A	Perfect Strangers
24	▲	15.0/28	A	20/20
25	▲	14.7/22	C	Evening Shade
25		14.7/22	A	Pres. Bush Press/Analysis
27	▲	14.6/22	A	Who's The Boss?
27		14.6/23	A	Wonder Years
29	▲	14.2/21	A	Davis Rules
30	▲	14.0/22	A	Movie: Robocop
31	▲	13.9/24	A	Going Places
32	▲	13.7/21	A	Growing Pains
32	▼	13.7/20	N	Heat Of The Night
34		13.6/24	C	Knots Landing
35		13.4/20	A	Amer. Best Kept Secrets
35		13.4/25	N	Carol & Company
37	▼	13.3/20	N	Fresh Prince Of Bel Air
38		13.2/21	C	Jake And The Fatman
39		13.0/20	N	Night Court
40	▲	12.7/20	A	Movie: Dead Pool
41	▼	12.6/20	F	The Simpsons
42		12.4/20	N	Night Court Spec.
43		12.0/21	N	1st Person/M. Shriver
44	▼	11.8/18	F	Married...With Children
44	▼	11.8/18	N	Movie: Long Road Home
46		11.6/18	A	Anything But Love
46	▼	11.6/17	F	In Living Color
46	▲	11.6/20	A	Primetime Live
46	▼	11.6/18	A	thirtysomething
50		11.5/23	N	Dear John
51	▲	11.2/21	N	Hunter
52	▼	11.1/18	N	Law And Order
53	▼	11.0/16	N	Blossom
54		10.6/19	C	Good Sports Spec.
55		10.5/18	C	Dallas
55	▼	10.5/16	N	Summer Father Grew Up
57	▼	10.0/19	N	Amen
57		10.0/19	C	48 Hours
59	■	9.8/18	N	Down Home
60	▼	9.6/15	C	Tops Cops
61		9.1/14	N	Real Life/J. Pauley
62		8.8/14	C	Flash Spec.
63	▼	8.6/13	F	Get A Life
64	▼	8.5/13	A	Father Dowling
64	▼	8.5/13	C	Flash
64		8.5/13	F	Voices That Care Spec.
64	▼	8.5/16	A	Young Riders
68	▼	8.4/15	C	Guns Of Paradise
69		8.2/14	A	Equal Justice
70		8.1/15	C	Movie: Renegades
71		7.9/15	N	Midnight Caller
72	▼	7.5/11	N	Exposé
72		7.5/12	N	Super Bloopers & Jokes
74	▼	7.3/11	A	Gabriel's Fire
75		7.1/12	N	Dark Shadows
76		6.9/10	F	Movie: Willow
76		6.9/11	A	Life Goes On
78	▼	6.8/11	F	Parker Lewis
79		6.6/12	N	Story Behind The Story
79	▼	6.6/11	F	True Colors
81	▲	6.5/12	F	Cops
82	▼	6.3/10	F	Beverly Hills, 90210
83		6.2/12	A	Peter Gunn
83	▼	6.2/11	F	Cops 2
83		6.2/9	F	Voices That Care-Sunday
86		5.9/11	C	Sons & Daughters
87		5.7/11	F	Tot. Hidden Video-Sat.
87		5.7/11	C	Uncle Buck
89	▼	5.4/9	F	America's Most Wanted
89	▼	5.4/10	F	Totally Hidden Video
91		5.1/10	C	Lenny
92	▼	4.2/7	F	Comic Strip Live
93		3.4/6	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 24

Rank	Program (Syndicator)	Rtg	Shrs	Cvge
1	Wheel of Fortune, syn. (King World)	15.1	221	98
2	Jeopardy! (King World)	13.2	211	96
3	Star Trek: Next Generation (Paramount)	12.3	237	98
4	Oprah Winfrey (King World)	10.6	216	98
5	Entertainment Tonight (Paramount)	8.6	180	95
6	Cosby Show (Viacom)	8.4	202	97
7	Current Affair (20th Century Fox TV)	7.9	189	94
8	Donahue (Multimedia)	6.6	229	97
8	Wheel of Fortune, wknd. (King World)	6.6	152	67
10	Inside Edition (King World)	6.2	129	92
11	Super Force (Viacom)	5.8	167	94
12	Hard Copy (Paramount)	5.2	171	87
12	21 Jump Street, syn. (Cannell)	5.2	129	92
14	Sally Jessy Raphael (Multimedia)	5.0	188	94
15	Chip 'N' Dale (Buena Vista)	4.8	183	96
15	Star Search (TPE)	4.8	154	86

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BUSINESS

TVB 1990 RESULTS CONFIRM WEAK FOURTH QUARTER

Television revenues in fourth quarter up by less than 1%; total ad revenue in 1990 up 6% to $22.6 billion; political advertising boosts local markets

Advertising totals compiled by Arbitron's Broadcast Advertisers Reports and released by the Television Bureau of Advertising document the fourth-quarter fallout that spoiled the holiday season for much of the Fifth Estate. For the four categories tracked by TVB—network, spot, syndication (including Fox) and local—ad revenue increased by 0.8%, to $6,347,682,800, for fourth quarter 1990.

National spot advertising, the report says, grew only 0.6% in the fourth quarter, to $1,606,325,900, compared to fourth-quarter 1989's total of $1,596,449,000, which had been a 3% increase from fourth quarter 1988.

Fourth Quarter 1990 vs. 1989

	1989	*1990*	*% chg.*
Network	$2,906,941,200	$2,843,545,100	-2.2
Spot	$1,596,449,000	$1,606,325,900	+0.6
Local	$1,406,908,200	$1,439,735,900	+2.3
Syndication	$389,074,700	$458,075,900	+17.7*
Total	$6,299,373,100	$6,347,682,800	+0.8

*Includes Fox
Source Arbitron's Broadcast Advertisers Reports

Bolstered by revenue from political advertising, local advertising managed to grow 2.3% in the fourth quarter, from $1,406,908,200 in 1989 to $1,439,735,900 in 1990. Even with the close to $300 million spent on political advertising in 1990, the fourth-quarter growth, when compared to fourth-quarter growth in 1989 versus 1988, was up only 0.3%.

Besides local, only syndication advertising revenues grew by more than 1%. Syndication was up 17.7% to $458,075,900. However, that 17% growth is down significantly from the 49% growth the syndication market enjoyed between fourth quarter 1988 and 1989.

For the year, spot television was up 5.1% to $5,423,256,600, as Procter & Gamble and Philip Morris increased their spot spending by 38% and 22%, respectively.

Syndication increased 23.4% for the year. In that category, four of the top five advertisers increased spending compared to a year ago. Up from 1989 was Philip Morris at $133,752,000 (up 25%), P&G at $118,673,000 (up 31%), Warner-Lambert at $48,430,100 (up 96%) and Grand Metropolitan at $45,821,400 (up 81%). Kellogg Co., the number-five syndicated advertiser,

Continues on page 57.

Mr. David Corman
has agreed to sell the stock of
Boulder Broadcasting Corporation
licensee of
KNUS-AM
Denver, CO
to
Mr. Paul Stebbins

QUESTCOM
Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Subject to FCC approval

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$144,100** □ **1**

FM's □ **$2,085,000** □ **4**

AM-FM's □ **$2,620,000** □ **6**

TV's □ **$0** □ **2**

Total □ **$225,766,350** □ **13**

Year to Date:

AM's □ **$10,110,639** □ **38**

FM's □ **$40,469,103** □ **47**

AM-FM's □ **$88,712,617** □ **40**

TV's □ **$86,474,000** □ **17**

Total □ **$225,766,350** □ **142**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WEKZ-AM-FM Monroe, Wis. □ Sold by Green County Broadcasting Corp. to Stateline Partnership for $1.65 million cash at closing. **Seller** is headed by Kenneth W. Stuart and has no other broadcast interests. **Buyer** is headed by Harish C. Puri (37.5%), Busaba Imhoff (37.5%), Gary R. Probst (12.5%) and Timothy S. Carney (12.5%), and has no other broadcast interests. WEKZ(AM) has diverse format (local news, sports, music) on 1260 khz with 1 kw day. WEKZ(FM) has easy listening format on 93.7 mhz with 36 kw and antenna 581 feet above average terrain.

KTMX(FM) Colusa, Calif. □ Sold by Affinity Communications Inc. to Park Lane Colusa Partners Ltd. for $900,000. Purchase includes $250,000 three-year noncompete covenant and $650,000 note payable at 10%. **Seller** is headed by Peter Miouli, and has no other broadcast interests. **Buyer** is headed by Park Lane Group Inc., general partner of assignee, which is headed by James Levy (38.832%), Richard Blue (18.302%), William Struck (8.775%), Paul Cook (29.076%) and Arthur Schneiderman (5.015%), and has no other broadcast interests. KTMX has CHR format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KSNO-AM-FM Aspen and Snowmass Village, both Colorado □ Sold by Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for $800,000. Price includes $700,000 cash at closing and $100,000 five-year promissory note at 10% interest for first year, to be amortized over next four years in 16 quarterly installments; five-year noncompete covenant is included in purchase price. **Seller** is headed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, Ky. **Buyer** is headed by Gardiner Broadcasting Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden, Colo. ("Changing Hands," Feb. 4), and KSMT(FM) Breckenridge, Colo. ("Changing Hands," Feb. 18). Gardiner is also purchasing KZYR(FM) Avon, Colo. (see below). KSNO(AM) has new age jazz format on 1260 khz with 5 kw day. KSNO-FM has contemporary jazz/new age format on 103.9 mhz with 2.5 kw and antenna 85 feet above average terrain.

KZYR(FM) Avon, Colo. □ Sold by Rocky Mountain Wireless Inc. to Gardiner Broadcast Partners Ltd. for $550,000. Price includes $345,000 cash at closing, $30,000 escrow deposit and $175,000 promissory note at 10%. **Seller** is headed by Jerrell K. Davis, who is general partner in Roaring Fork Radio, applicant for new FM at Basalt, Colo. **Buyer** is headed by Gardiner Broadcast Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden and KSMT(FM) Breckenridge, both Colorado, and is also purchasing KSNO-AM-FM (see above). KZYR has adult album rock format on 103.1 mhz with 1.5 kw and antenna 459.2 feet above average terrain.

WSLE(FM) Cairo, Ga. □ Sold by Orson Woodall (receiver) to Lovett Communications Inc. for $510,000. Price includes $10,000 cash at closing, $210,000 five-year interest-bearing note and $290,000 25-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Wendell Lovett (45%) and Jeffery Lovett (45%), father and son, and William O. Woodall Jr. (10%). Wendell Lovett is 75% stockholder in Lovett Broadcasting Enterprises Inc., owner of WGRA(AM) Cairo, Ga. WSLE has adult contemporary format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KFUN(AM)-KLVF(FM) Las Vegas, N.M. □ Sold by KFUN-KLVF Inc. to Dennis D. Mitchell for $400,000. Price includes $125,000 cash at closing, $75,000 promissory note at 12% and $200,000 promissory note at 7%. Licensee is headed by S. Carl Mark and son Henry G. Mark. **Transferor** is S. Carl Mark. **Transferee** is Mitchell (100%). Principals have no other broadcast interests. KFUN has Spanish and C&W format on 1230 khz with 1 kw. KLVF has adult contemporary format on 100.9 mhz with 3 kw and antenna 77 feet below average terrain.

CLOSED!

The sale of WJLQ-FM/WCOA-FM, Pensacola, Florida from Norman S. Drubner to BREM Broadcasting, Edmond J. Muniz, Principal for $2,230,000.

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STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio	Market Capitalization 000,000
N	(MMM) 3M	90 5/8	88 3/4	1 7/8	02.11	15	20,116
N	(ARV) Arvin Industries	22 5/8	21 1/4	1 3/8	06.47	20	425
O	(CCBL) C-Cor Electronics	4 3/4	5	– 1/4	– 05.00	5	20
O	(CTEX) C-Tec Corp.	16 3/4	16 3/4		00.00	-32	275
N	(CHY) Chyron	13/16	7/8	– 1/16	– 07.14	-2	9
A	(COH) Cohu	12 1/4	12 1/8	1/8	01.03	9	24
N	(EK) Eastman Kodak	45 7/8	43 5/8	2 1/4	05.15	47	14,883
N	(HRS) Harris Corp.	25 1/2	24 1/4	1 1/4	05.15	8	1,022
N	(IV) Mark IV Indus.	11 5/8	11	5/8	05.68	2	158
O	(MATT) Matthews Equip.	1 7/8	1 7/8		00.00	93	11
O	(MCDY) Microdyne	8 3/8	6 13/16	1 9/16	22.93	119	35
O	(MCOM) Midwest Comm.	23/32	3/4	– 1/32	– 04.16	2	2
N	(MOT) Motorola	64 1/4	61 1/8	3 1/8	05.11	16	8,450
A	(PPI) Pico Products	1	1 1/8	– 1/8	– 11.11		3
N	(SFA) Sci-Atlanta	15 3/4	15 1/2	1/4	01.61	8	353
N	(SNE) Sony Corp.	51 3/4	52 1/8	– 3/8	– 00.71	27	17,177
N	(TEK) Tektronix	22 1/4	20 1/8	2 1/8	10.55	-7	646
N	(VAR) Varian Assoc.	42 1/2	40	2 1/2	06.25	-202	813
O	(WGNR) Wegener	3/4	5/8	1/8	20.00	-4	5
N	(ZE) Zenith	8 1/4	7 1/2	3/4	10.00	-3	220

SERVICE

		Closing Wed Mar 6	Closing Wed Feb 27	Net Change	Percent Change	P/E Ratio	Market Capitalization 000,000
O	(AFTI) Am. Film Tech.	6 1/4	4 1/2	1 3/4	38.88	20	61
O	(BSIM) Burrupp & Sims	9 1/2	10	– 1/2	– 05.00	105	119
A	(CLR) Color Systems	3 3/4	4	– 1/4	– 06.25	-4	34
N	(CQ) Comsat	28 3/8	26 1/8	2 1/4	08.61	9	530
N	(CDA) Control Data	13	12 1/8	7/8	07.21	-3	552
N	(DNB) Dun & Bradstreet	47 5/8	44 3/4	2 7/8	06.42	17	8,690
N	(FCB) Foote Cone & B.	25 1/2	24 1/2	1	04.08	13	275
O	(GREY) Grey Adv.	145	135	10	07.40	13	163
O	(IDBX) IDB Commun.	8 3/4	8 3/4		00.00	97	55
N	(IPG) Interpublic Group	43 1/2	41	2 1/2	06.09	19	1,487
N	(OMC) Omnicom	27 1/8		2 1/2	06.09	13	711
O	(RTRSY) Reuters	47 1/2	45 3/8	2 1/8	04.68	22	20,476
N	(SAA) Saatchi & Saatchi	1 3/8	1 1/8	1/4	22.22	-1	217
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Co-mun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	7 7/8	7 1/8	1/4	03.27	-13	12
O	(WPPGY) WPP Group	4 11/16	2 1/2	2 3/16	87.50	1	192

Standard & Poor's 400	447.26	436.00	- 11.26	- 2.5%

TVB

Continued from page 54.

cut its syndicated spending by 11%, down to $45,353,300.

Of 26 national and regional spot advertising categories, half cut back on their 1990 spending. Beer and wine advertising dropped 3% in 1990 to $201,189,000; household furnishings dropped 31% to $29,267,600; computer and office equipment advertisers cut back by 33% to $21,164,700, and building material/equipment and fixture advertisers cut by 27% to $57,628,800.

Locally, eight of 15 local-retail television advertisers cut their spending. In the automotive category—which includes dealerships, repair shops, gas stations and supply stores—spending dropped 11% to $414,248,000. On the retail side, department, discount and variety stores cut spending by 11% to $333,641,300. Clothing stores, fur salons, shoe stores and apparel stores cut ad spending by 12% to $174,226,600.

Network television was up 6% in a non-Olympic, non-election year that saw 21 of 47 advertising categories reduce ad spending. Beer and wine advertising dropped by 19% to $293,456,600. Among the top-25 network advertisers, Kellogg Co., the number-four network advertiser, cut spending by 7% to $301,295,500.

THE SELLING OF KING

Steven Clifford, president and chief executive officer of King Broadcasting, told BROADCASTING that a definitive agreement will probably be signed in about a month to sell the TV stations and cable systems to a joint venture of the Providence Journal and Kelso & Co. (BROADCASTING, March 4). While saying the sale would be taxable to King and that the buyers would assume debt, which recently stood at $170 million, Clifford declined to break out prices or multiples between the stations and cable: "There is only one price so I'm not sure what it says to the cable or TV industry; you can read into it whatever you want." Since the end of the fiscal year last June, King's broadcasting operations have been affected by the recession and events in the Middle East, but Clifford said he is optimistic about an upturn in revenue. Those making the sale announcement last week were (pictured, l-r) controlling owners of King, Harriett Stimson Bullitt and Priscilla "Patsy" Bullitt Collins, who are sisters, and chairman, publisher and chief executive officer of Providence Journal Co., Stephen Hamblett. Other owners of King include additional family members, executives, various trusts and an employe stock option plan (ESOP).

WKOX(AM)-WVBF(FM) Framingham, MA. Action Feb. 21.

■ **WMMC(FM) Marshall, IL** (BAPH901224GN; 105.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Illini Broadcasting Inc. to J & J Media Inc. for $125,000. Seller is headed by E. T. Baldridge and Todd W. Dumas, and has no other broadcast interests. Buyer is headed by John McDaniel (49%), Joyce McDaniel (51%) and Joanne Hires. Joyce and John McDaniel own 100% of stock of Ford FM Inc., licensee of WKZI(AM) Casey, IL. Action Feb. 22.

■ **KKSI(FM) Eddyville, IA** (BTCH901220HW; 101.5 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control from "O"-Town Communications Inc. to Don Linder for $1,240 in transfer within company. Transferor is Mark McVey. Transferees are Don and John Linder, father and son. "O-Town" is headed by Don Linder (60%), John Linder (20%) and McVey (20%). Linder is 92.34% voting shareholder of Minnesota Valley Broadcasting Co., licensee of KTOE(AM)-KDOG(FM) Mankato, MN, and 100% owner of KMHL Broadcasting Co., licensee of KMHL(AM)-KKCK(FM) Marshall, MN, and 80% voting shareholder of Linder Broadcasting of Fort Dodge Inc., licensee of KRIT(FM) Clarion, IA. Action Feb. 15.

■ **KFRM(AM) Salina, KS** (BAL900227EA; 550 khz; 5 kw-D)—Granted assignment of license from H R H Broadcasting Corp. to Great American Broadcasting of Kansas Inc. for $250,000. Seller is headed by Herbert R. and Ruby J. Hoefflicker, husband and wife, and has no other broadcast interests. Buyer is headed by Mack and Sherry Sanders, husband and wife, Ernest McRae, John and Janet Bozeman and Robbie Swinney, and is 100% stockholder of Ward of Kansas Inc., licensee of KVGB-AM-FM Great Bend, KS. John Bozeman is individual licensee of WPFD(AM) Fairview, TN. Action Feb. 15.

■ **WHQO(FM) Skowhegan, ME** (BAPH901231GK; 107.9 mzh; 1.3 kw; ant. 680 ft.)—Granted assignment of CP from Dark Communications Inc. to Robert R. Harvey for $185,000. Seller is headed by Dennis A. Tallyn. Diane Saltzman and Donald Martin, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

■ **WBCM(AM) Bay City, MI** (BAL901203EK; 1440 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Kathi Broadcasting Co. to Nicholas Communications Corp. for $117,500. Seller is headed by Alvin R. Umans, Howard N. Gilbert, Robert C. Haag and Avis Cohn Primack, who have interests in Sharon Broadcasting, licensee of WNLE(AM) Charlotte, MI. Haag, Gilbert and Umans also have a 36%, 15% and 7.3% interest, respectively, in Monroe Communications Corp., applicant for new TV on ch. 44 in Chicago. Application (BPCT821101KH) is involved in comparative renewal proceeding with Video 44, current licensee of WSNS(TV) Chicago; decision released is presently under review by courts. Buyer is headed by Paul E. Nicholas, and has no other broadcast interests. Action Feb. 20.

■ **WMJT(FM) Pinconning, MI** (BALH901221GG; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from BC Communications Inc. to P & G Media Corporation for $55,000. Seller is headed by Floyd Biernat and has no other broadcast interests. Buyer is headed by Thomas J. Beaurais (50%) and Gregory P. Theokas (50%), and has no other broadcast interests. Action Feb. 13.

■ **WEW(AM) St. Louis** (BAL910109EB; 770 khz; 1 kw-D)—Granted assignment of license from Radio WEW Inc., debtor in possession, to Alliance Broadcasting Co. for $300,000. Seller is headed by Doug Huber, who has interests in WDXR(AM) Paducah, KY. Buyer is headed by Richard R. Frame, and has no other broadcast interests. Action Feb. 20.

■ **WUTQ(AM)-WOUR(FM) Utica and WABY(AM)-WKLI(FM) Albany, both New York** (WUTQ: BAL901220HT; 1550 khz; 1 kw-D; WOUR: BALH901220HU; 96.9 mhz; 16 kw; ant. 700 ft.; WABY: BAL901220HR; 1400 khz; 1 kw-U; WKLI: BALH901220HS; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Paul N. Bendat to Bendat Communications & Broadcasting Inc.; Bendat is exchanging assets of stations for common stock in his company. Buyer is headed by Paul N. Bendat (50%) and Laura Ann Machlin (50%), brother and sister, and has no other broadcast interests. Action Feb. 15.

■ **KBTO(FM) Bottineau, ND** (BALH901231GJ; 101.9 mhz; 51.5 kw; ant. 492 ft.)—Granted assignment of license from D & H Broadcasting Inc. to Standet Broadcasting Corp. for $330,000. Seller is headed by Alan Henning, and has no other broadcast interests. Buyer is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonville, NY. Action Feb. 20.

■ **KGLC(AM)-KSSM(FM) Miami, OK** (AM: BTC901231EC; 910 khz; 1 kw-U; FM: BTCH901231ED; 100.9 mhz; 3 kw; ant. 273 ft.)—Granted transfer of control from Duke Corporation to Harvest Time Tabernacle Inc. to transfer 100% of outstanding shares, agreement to be submitted to commission when completed. Seller is headed by Larry Duke Sr., and has interests in Duke Broadcasting Corp., licensee of KFIN(FM) Jonesboro, AR, and has application pending to increase power of KSSM. Buyer is headed by Gordon K. Chirillo (100%). Linda M. Chirillo, husband and wife, and Donald L. Williams, and has no other broadcast interests. Action Feb. 15.

■ **KBIX-FM Wagoner, OK** (BAPH901220HX; 102.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Bix Broadcasting Co. to RJR Broadcasting Inc. for $75,000. Seller is headed by David E. Webb and LLoyd Watson, and has no other broadcast interests. Buyer is headed by Ronald L. Jones, and has no other broadcast interests. Action Feb. 22.

■ **WVSN(TV) Humacao, PR** (BALCT901228KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Granted assignment of license from Bocanegra Girald Broadcasting Group to Tito Atiles Natal for $500,000. Seller is headed by Angel F. Bocanegra Girald, and has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 15.

■ **WVSN(TV) Humacao, PR** (BALCT900727KF; ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Dismissed app. of assignment of license from BocanegraGirald Broadcasting Group to Aerco. Broadcasting Corp. for $122,100. Seller is headed by Angel F. Bocanegro and Estrella Bocanegro and has no other broadcast interests. Buyer is headed by Angel E. Roman and has interest in WFAB(AM) Ceiba and WVOZ(AM) San Juan, both Puerto Rico. Action Feb. 20.

■ **WHHR-AM-FM Hilton Head Island, SC** (AM: BAL901217HJ; 1130 khz; 1 kw-D, 500 w-N; FM: BALH901217HK; 106.1 mhz; 50 kw; ant. 300 ft.)—Granted assignment of license from Hilton Head Broadcasting Corp to Adventure Communications Inc. for $300,000. Seller is headed by J. N. Richardson Jr., Thomas H. Harvey III and Ernest Willams II, and has

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's *	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. ** Instructional TV fixed service. ††Studio transmitter link. Source: Nielsen and Broadcasting's own research.